GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:3005
ANSWERED ON:20.03.2008
DEVELOPMENT OF TOURISM
Dhanaraju Dr. K.

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has taken any new steps to improve tourism in the country;

(b) if so, the details thereof;

(c) whether any study has been conducted on how China is developing tourism in their country;

(d) if not, whether any study will be conducted on 'China' to develop tourism; and

(e) if so, the details thereof?

Answer

THE MINISTER OF TOURISM AND CULTURE(SMT. AMBIKA SONI)

(a) and (b): Development and promotion of tourism is primarily the responsibility of the State Governments/ UT Administrations. However, the Ministry of Tourism extends financial assistance to them for tourism related projects which are identified in consultation and interaction with them.The other steps taken by the Government to improve tourism in the country are:

Focusing on growth of hotel infrastructure,particularly that for budget hotels;

Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;

Direct approach to the consumers through electronic and print media through the "Incredible India" Campaign;

Production and distribution of publicity material;

Direct co-operative marketing with the airlines, tour operators and wholesalers in overseas markets;

According greater focus to the emerging markets, particularly of China, North East Asia and South East Asia;

Participation in Trade Fairs and Exhibitions;

Use of internet and web marketing;and

Re-inforced hospitality programmes including grant of air passages to invite media personnel, tour operators on familiarization tours to India to get first hand knowledge on various tourism products.

(c): Ministry of Tourism has not conducted any such specific study.

(d) and (e): No such proposal is under consideration of Ministry of Tourism.